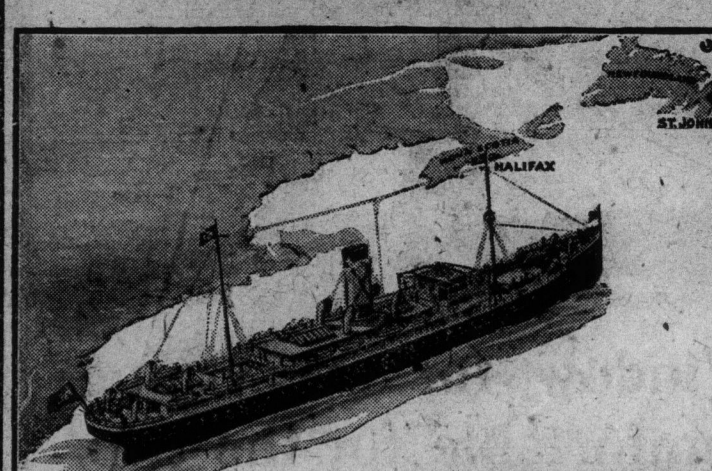


**RED CROSS LINE.**



**The Sure Rate in Winter**

Tickets Issued to New York, Halifax & Boston.

INTENDED SAILINGS.

From New York: From St. John's:

STEPHANO... March 3rd STEPHANO... March 11th

HARVEY & CO., LTD., AGENTS.

**Kitchener Chow-Chow**

Fifteen cents, In Glass Jars.

Contains no Coal Tar Dye, No Salicylic Acid in it.

It's Pure, That's sure.

Sold in the best Grocers' Stores.

**LIGHT, HEAT, COMFORT!**

The proprietor of one of the best known multiple shopping systems is credited with saying, "Give me any old shop, in any old street, and I'll guarantee to make it in twelve months the most widely known and best frequented shop in the district." He was asked to explain. Holding up three fingers he said, "I believe in the trinity of LIGHT, WARMTH, COMFORT. I should dazzle the moths until the candle drew them, I should bring them into a warm, comfortable shop, filled with a soft, pleasing radiance, and the rest is—well, mere child's play."

Mixed metaphors, perhaps, but expressive. Now we can more than imagine the kind of shop this well-known individual would open, for we pass it in almost every town—always a landmark to the street. No one fails to notice it. There is an indefinable air of welcome and invitation as one stands for a moment on the pathway and lets one's gaze travel inside it. The subdued, restful lighting effect that so charms because of its very unobtrusiveness, the absence of dark corners, the intangible feeling that if one would step inside one would be sure of experiencing a delicious sense of warmth and comfort and cheerfulness—all these are part of its appeal. Truly a shop with an individuality.

We cordially invite all progressive business men to visit our showroom and see our latest Lighting and Heating Appliances, by the adoption of which the ideal outline in the above extract from a London paper may be easily secured. Our new RADIO X Lamp and GASTEMER Radiators fill all light and heat requirements.

**ST. JOHN'S GAS LIGHT COMPANY.**

dec6,16

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When you buy from us you get

**Fine Gold, Good Weight, Bright Finish,**

and every Ring is carefully examined before going out. Out of town orders receive every attention from

**T. J. DULEY & Co.,**  
THE RELIABLE JEWELLERS, ST. JOHN'S.

**The Queen's Gift Book.**

The Best Collection of Stories and Pictures We Have Ever Sold for 95c; if mailed, 90c.

CONTENTS:—

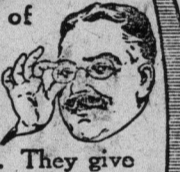
Foreword by John Galsworthy.  
The Pleasures of Reading—Arthur James Balfour.  
The New Dramatist—J. M. Barrie.  
Jill's Cat—E. P. Benson.  
Divus Johnston—John Bucan.  
Mr. Porter's Intentions—J. E. Buckrose.  
Woman—Hall Caine.  
The Heroic Age—Joseph Conrad.  
The Magic Circle—Ethel M. Dell.  
Ypres, September 1915—Arthur Conan Doyle.  
The Journey's End—Jeffrey Farnol.  
The Spout Fairies—Beatrice Harraden.  
The Fallure—Joseph Hocking.  
The Fairy Poodle—Leonard Merrick.  
The Portrait of a Lady—Jerome K. Jerome.  
Victory Day—John Okenham.  
Norah—Gilbert Parker.  
A Man of Words—Mrs. Henry De La Pasture.  
Old Brand—Neil Munro.

Also a story by Martin Ross, one by "Sapper", one by Marjory Rovee, one by "Sapper", one by Maud Diver, one by Ernest T. Seton, one by Mrs. Humphrey Ward.

Portraits of Queen Mary, King George and the Prince of Wales, together with a number of pictures reproduced from famous paintings. We have only a limited number of copies in stock.

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There's a lot of difference between Toric Lenses and Flat Lenses besides their slight extra cost. They give you extra vision and extra comfort. They are better-looking, too. Come and see us about Toric Lenses.

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**R. H. TRAPNELL,**  
EYESIGHT SPECIALIST,  
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Call, phone or write for the latest price list of

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N. B.—On and after this date Messrs. Clark prepay the full freight on all shipments of their goods to Newfoundland.

The Public want the goods—it pays you to stock them.

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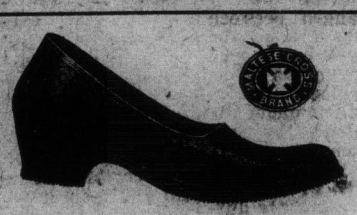
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which has stood the test, promptly paying

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IF SO, YOU SAVE MONEY.

99 pairs Ladies' Low Rubbers, sizes 2½, 3, 3½, 4, 4½, 5, 6 and 7. Regular Price 65c. Now 45c.

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Palmer, Regal and Fraser Engines,  
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Get our Prices before buying elsewhere.

feb10,16

**Notice of Removal and Partnersnip**

HON. R. A. SQUIRES, K.C., LL.B.,

Announces the removal of his LAW OFFICES to the New BANK OF NOVA SCOTIA Building at the corner of Beck's Cove and Water Street, and the formation of a PARTNERSHIP for general practice as Barristers, Solicitors and Notaries, with MR. J. A. WINTER, eldest son of the late Sir James S. Winter, K.C., under the firm name of SQUIRES & WINTER.

Address: Bank of Nova Scotia Building, St. John's.  
January 3rd, 1916. dec31,16

Hon. R. A. Squires, K.C., LL.B. Mr. J. A. Winter.

**SQUIRES & WINTER**  
Barristers, Solicitors and Notaries.

**New Bank of Nova Scotia Building,**  
Corner Beck's Cove and Water Street. dec31,16

**Beef, Pork and Ribs!**

On the Spot:

200 brls Choice Light H. B. Pork.  
100 brls Libby's Special Plate Beef.  
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**Ladies! Ladies!**

We have just opened our first shipment of

**New American Blouses**

The newest creations of fashion in Plain White, Fancy Flowered & Striped effects. Prices from 90c. to \$3.70. See them to-day.

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For Factory or Saw-Mill

Good Real No. 1 Leather Belling,  
Specially Prepared Belt Dressing,  
Belt Lacing, Clipper Belt Lacers,  
Clipper Laces and Pins,  
Bristol Steel Lacing, Rubber Belting.

Also, on hand, a good supply of  
Peavies and Peavie Stocks.

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**SAVE EVERY DOLLAR POSSIBLE!**

England has just launched a campaign to encourage economy. This surely is a time when thrift should be our watchword. Instead of buying new garments, have the old ones French Dry Cleaned. You can easily cut down your dress bill about 35 p.c. Ask Messrs. NICHOLLE, INKPEN & CHAFE, our St. John's Agents, for further particulars.

**UNGAR'S LAUNDRY & DYE WORKS, Halifax.**

**Tempt the Appetite**

and satisfy it as well. You can do it when you eat good things bought of us.

<b>BUTTER</b> If you would be sure of always having good Butter on the table, use BLUENOSE, in 2 lb. slabs and 5 lb. tins.	<b>BUFFALO FLOUR</b> SAX—14 lb.—SAX.
<b>BACON</b> SWIFF'S PREMIUM, ELM CITY, HONEY, BACON in Glass.	<b>BISCUITS</b> Huntley & Palmer's, Jacobs, Carr's & Crawford's.
<b>COFFEE</b> You would certainly like your morning cup rich and fragrant. Try SEAL BRAND or WHITE HOUSE & CAMP, in bottles.	<b>CHEESE</b> English, Cheddar, MacLaren's, Canadian, Ingersoll's (Pimento and Cheddar), MOIR'S CAKES, Dromedary Dates, Sliced Pineapple (Glass), Fruit Salad (Glass), Black Leicester Mushrooms.
	<b>OLIVES</b> Queen, Stuffed, RICE, LAZENBY'S PICKLES, Soups in Glass, Fish and Meat Pastes (Glass), Italian Tomatoes, English Cream.

**Bowring Bros., Ltd.**

332. GROCERY. 332.

**WARNING!**

It has been brought to our notice that some dealers are using

**Carr's Biscuit Tins**

to assist them in selling cheap low grade Biscuits of other manufacture. While we appreciate the compliment, we trust that the practice will be stopped at once, and we ask the general public to insist on getting "CARR'S" Biscuits. Manufactured by Carr & Co., the oldest Biscuit House under the Union Jack.

**BWARE OF THE DEALER WHO TRYS TO SUBSTITUTE.**

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Agents for Carr & Co., Ltd., Carlisle, England.

TEN PAGES TO-DAY  
WEATHER FORECAST.  
TORONTO, Noon.—Fresh to strong N. W. to N. winds; fair to-day and on Friday.  
ROPER'S, Noon.—Bar. 29.40, ther. 18.

VOLUME XXXVIII

**BOW**

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Large Sheath to fit Green River  
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Jan6,tu,th,sa,tt